90-Day SEO & AI-Answer Plan for B2B Service Companies

Get cited in Google AI Overviews, ChatGPT and Perplexity using the same discipline that earns blue-link rankings.

Modern search is two games at once: classic rankings and generative AI answers. Both feed from the same crawlable index and reward the same thing — pages that load fast, state answers plainly and carry verifiable detail. This plan runs both in one 90-day sequence: technical foundations first, answer-ready pages second, third-party proof third, conversion tracking last. Every week produces evidence you can check yourself: indexed pages, rankings, AI-answer spot checks and enquiry calls.

Phase 1 · Days 1–14 — Crawl hygiene, Core Web Vitals & baselines

- **Full crawl** (Screaming Frog, Sitebulb): find pages missing from the sitemap, canonical chains, accidental noindex, duplicate titles across service pages.
- **robots.txt for AI crawlers:** explicitly allow `Googlebot`, `GPTBot` (OpenAI), `PerplexityBot`, `ClaudeBot` and `Google-Extended`. If they are blocked, your content can never appear in AI answers — regardless of authority.
- **Core Web Vitals on the top 10 commercial pages** (CrUX field data): LCP under 2.5s, INP under 200ms, CLS under 0.1. Slow, shifting pages impede document parsing by retrieval bots.
- **Baseline sheet before any changes:** top 20 revenue queries, current positions, whether an AI Overview appears for each, which competitors get cited, monthly qualified enquiries.

Phase 2 · Days 15–45 — Answer-first pages, schema & internal links

- **One page per money query.** Put a crisp **40–60 word direct answer** immediately under each question-form H2 before unpacking nuance — engines extract these paragraphs into AI snippets.
- **Replace fluff with specifics:** comparison tables, milestone timelines, transparent price bands, named technologies. No “cutting-edge synergies”.
- **schema.org JSON-LD:** Service nested in Organization (legal name, service areas, founder Person with `sameAs` to LinkedIn/GitHub), review aggregates, and FAQPage that matches visible text verbatim — mismatched schema reads as cloaking.
- **Internal architecture:** no commercial page more than three clicks from the homepage; descriptive anchors (“custom billing platform development”), not “click here”.

Phase 3 · Days 46–70 — Reviews, NAP consistency & digital PR

- **Claim and optimise profiles:** Google Business Profile, Clutch, G2, GoodFirms and relevant local registers. AI engines weight third-party corroboration heavily — if nobody else mentions you, they quote incumbents.
- **Review rhythm:** ask in the week a milestone ships. One review naming the problem, the stack and the metric outweighs ten generic five-star ratings.
- **NAP audit:** identical name, address and phone everywhere; service descriptions aligned with your canonical service pages.
- **Publish one original data-backed asset or teardown per month** and pitch the findings to niche newsletters — this is what creates the citation trail AI engines follow.

Phase 4 · Days 71–90 — Conversion tracking, CRO & paid layering

- **GA4 + GTM:** deduplicated conversion events for booking clicks, form submissions, phone clicks and email clicks, with UTM parameters captured into the CRM.
- **Layer paid search on validated organic keywords only** — exact and phrase match high-intent terms; dedicated fast landing pages with social proof and fixed-scope promises.
- **Feedback loop:** harvest real customer language from Search Query Reports into organic FAQ headings and service page copy.

The monthly citation spot-check protocol

On the first Monday of each month, run a fixed list of **20 unbranded buyer prompts** through Google (AI Overviews), ChatGPT Search, Perplexity and Claude. For each query log:

Attribute	Options
Status	Cited (linked source) / Mentioned (in prose) / Absent
Competitors cited	Who appears in the recommendation list
Source URL	Which page of yours — or third-party profile — was referenced

Monthly citation rate = (prompts where cited ÷ prompts tested) × 100. Rising citations with flat click volume is not a failure — zero-click answers build preference before the buyer ever reaches out.

> **Diagnosis rule:** a page that ranks on page one but never gets cited in AI Overviews is missing a definitive ~50-word answer block at the top of the relevant section. Add it and watch the next monthly check.

GA4 setup: AI referral channel grouping

1. Admin → Data display → **Channel groups** → create “AI Search Engines”.
2. New channel condition — **Session source matches regex**:

```
chatgpt\.com|openai\.com|perplexity\.ai|claude\.ai|gemini\.google\.com|copilot\.microsoft\.com|search\.brave\.com
```

3. Place it above the default “Referral” channel so AI visits are separated from generic referrals.
4. Monitor conversions and engagement separately — AI-referred visitors often arrive pre-qualified; validate session quality in your own data rather than assuming a fixed multiplier.

Milestones vs red flags

Window	What good looks like
Days 14–30	GSC valid pages up, crawl errors down, faster indexing after technical fixes
Days 30–60	Impression expansion in Search Console; first long-tail AI Overview appearances
Days 60–90	Commercial page-one movement on some money queries (1–3 months of accumulated authority — directional, not a guarantee)

> **Red flags:** agencies promising “guaranteed #1 in 30 days”, spam backlinks or mass AI-generated programmes. These trigger spam demotion from Google *and* AI answer systems — see Google’s Search spam policies.

Ship-it checklist

- ☐ robots.txt allows Googlebot, GPTBot, PerplexityBot, ClaudeBot and Google-Extended
- ☐ Sitemap submitted; canonicals self-referencing; no accidental noindex
- ☐ LCP < 2.5s, INP < 200ms, CLS < 0.1 on the top 10 pages
- ☐ One page per money query with a 40–60 word answer-first block
- ☐ FAQPage + Service + Organization schema matching visible text
- ☐ Review profiles claimed; NAP consistent across directories
- ☐ Monthly log: rankings, AI citations, calls, changes shipped
- ☐ GA4 custom channel grouping live for AI referral sources

Want this run for your business with a fixed scope? See **www.anyplacehub.com/services/digital-marketing/** or start at **www.anyplacehub.com/contact/**. Related reading: "90-Day SEO & AI-Answer Plan for B2B Service Companies" — www.anyplacehub.com/insights/90-day-seo-aeo-geo-plan-b2b/